

LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPTON, INC.

AD#1015 REQ#M54011 "CANYON AND BREAK" (8.5/4" X 11 1/2") (BG, 4/C BLEED)
WORLD TOBACCO, TOBACCO JOURNAL, TIME ASIA, TIME LATIN AMERICA, 1997

Marlboro Lights

The flavor of Marlboro in a light cigarette.

© Philip Morris Inc. 1997

The advertisement features a dramatic desert canyon landscape with three riders on horseback silhouetted against the warm, orange-hued rock formations. The sky is filled with soft, white clouds. The Marlboro Lights logo is prominently displayed in the center, with the tagline 'The flavor of Marlboro in a light cigarette.' below it. A small copyright notice '© Philip Morris Inc. 1997' is visible in the bottom right corner of the image area.

